

ABSTRACT

[0060] A method and apparatus are provided for caching and rating virtual channels and modifying future content and/or content schedules based on user preferences. According to one embodiment of the present invention, a mechanism for providing categorized virtual channel presentations using cached content, along with content discovery information is provided. These channels enable the user to select the “type” or “genre” of content for consumption and to actively or passively rate this content. The rating information may then be used to modify the future content and/or content scheduling for the network.